

Awareness of the Reforms is Incomplete Across Obligated Stakeholders

THEME

Awareness

AFFECTS MOST

- Existing individual and organisational donors
- Independent candidates
- Smaller organisations

WHY THIS MATTERS

- Early awareness-raising allows later communication to focus on meeting obligations.

WHAT WE OBSERVED

- Around two-thirds of respondents across regulated political participants and donors had heard of the reforms, with awareness higher among regulated political participants.
- Existing donors and respondents from smaller or self-represented entities were less likely to be aware of the reforms than those from larger organisations.
- Around one-third of respondents had not heard of the reforms or were unsure, showing that baseline awareness differs across regulated stakeholders and donors.

WHAT THIS SUGGESTS

- Awareness activity needs to focus on relevance and applicability.
- Donors require clear signals that obligations apply to them.

KEY METRICS

66%

Heard of reforms
(Political participants + donors)

53%

Donors aware
(Existing donors)

34%

Not aware or unsure
(28.5% + 5.6%)

IMPLEMENTATION CONSIDERATIONS

Communication & education: Prioritise messages that clearly state when obligations apply.

ICT system design: Do not assume baseline awareness when users enter systems.

Change management: Treat awareness-raising as an early implementation task.

Notes

- Findings reflect existing donors only.
- Measured prior to commencement.

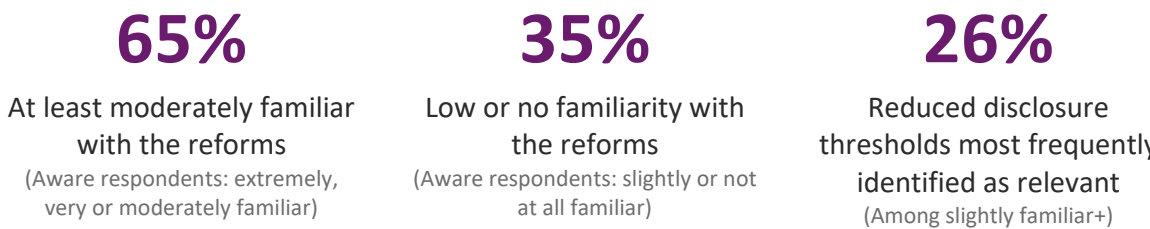
Familiarity With the Reforms is Generally Low, Even Among Those Aware of the Changes

THEME	AFFECTS MOST	WHY THIS MATTERS
Understanding in practice (familiarity)	• Candidates • Existing donors • Smaller organisations	• Familiarity indicates whether stakeholders can engage with requirements without additional explanation.

- WHAT WE OBSERVED
- Familiarity with the reforms is generally low, with most respondents reporting only slight familiarity, and even among those aware of the reforms, familiarity is more often moderate than high.
 - Understanding is concentrated on a small number of headline changes, particularly reduced disclosure thresholds, donation caps and real-time disclosure requirements.

- WHAT THIS SUGGESTS
- Many stakeholders are still at an early stage of understanding the reforms.
 - Familiarity is concentrated on a small number of headline changes, indicating the need for broader applied guidance.

KEY METRICS



IMPLEMENTATION CONSIDERATIONS

Communication & education: Build familiarity progressively, starting with headline changes and extending to reporting processes and definitions.

ICT system design: Assume limited familiarity and provide contextual explanations at the point of use.

Change management: Expect early engagement to focus on a narrow subset of reforms

Notes

- Familiarity is self-reported.
- Results reflect political participants and existing donors.
- Measured prior to commencement.

Preparedness is Lower Among Smaller Organisations and Single-Staff Entities

THEME	AFFECTS MOST	WHY THIS MATTERS
Preparedness	• Small political organisations • Independent candidates • Existing donors	• Smaller entities have fewer internal compliance resources. • Preparedness levels indicate where early support demand is likely to be concentrated.

WHAT WE OBSERVED

- Organisation size matters: Larger organisations report higher levels of readiness ahead of commencement.
- Single-staff entities report the lowest preparedness: Smaller organisations are significantly more likely to describe themselves as not prepared.

WHAT THIS SUGGESTS

- Preparedness is closely linked to internal capacity and prior experience.
- Targeted, practical support is likely to have the greatest impact among smaller and less resourced entities.

KEY METRICS

54%

Single-staff organisations report being not prepared

38%

Political participants report being not prepared

<25%

Report being well or fully prepared

IMPLEMENTATION CONSIDERATIONS

Communication & education: Provide simple, practical guidance tailored to small and independent entities.

ICT system design: Reduce reliance on institutional knowledge and prior reporting experience.

Change management: Prioritise early outreach and support for smaller organisations.

Notes

- Preparedness is self-reported.
- Measured prior to commencement.

Confidence Is Higher for Meeting Obligations than for Understanding the Requirements

THEME	AFFECTS MOST	WHY THIS MATTERS
Confidence responding to changes	• Candidates, agents and members • Existing donors • Political parties, third parties and associated entities	• Confidence influences how readily stakeholders act under the new framework. • Differences between perceived ability and perceived understanding may indicate areas where clarification is needed.

WHAT WE OBSERVED

- Confidence in meeting obligations is higher than confidence in understanding the requirements across all groups.
- Candidates and agents report the lowest confidence levels.
- Donors' confidence is closer to larger political entities than to candidates and agents.

WHAT THIS SUGGESTS

- Stakeholders may feel able to comply even where understanding is limited.
- Confidence at decision points may depend on clarity of support and guidance.

KEY METRICS

34%

Donors confident in their ability to meet new obligations

22%

Candidates, agents and members confident in meeting obligations

13%

Donors confident they are well informed about the new requirements

IMPLEMENTATION CONSIDERATIONS

Communication & education: Clarify how requirements apply in practice, particularly for candidates and agents.

ICT system design: Provide confirmation and guidance at reporting stages to support confident completion.

Change management: Expect early support needs to be highest among candidates and smaller entities.

Notes

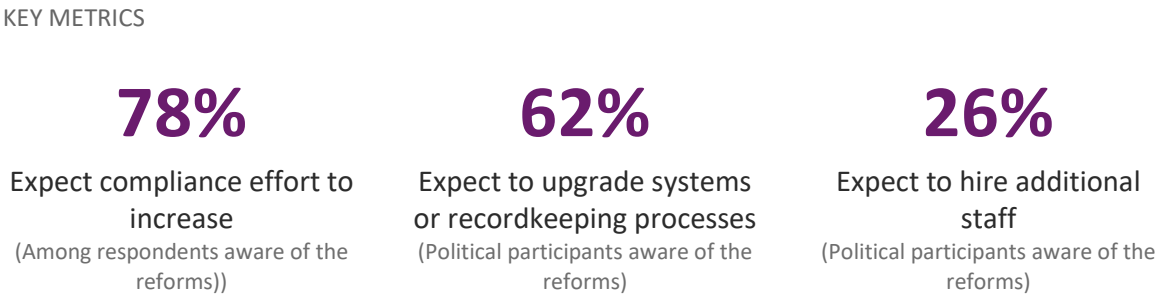
- Confidence reflects self-reported perceptions.
- "Confident" combines extremely and very confident responses.
- Measured prior to commencement.

Increased Effort Is Expected and Operational Changes Are Planned

THEME	AFFECTS MOST	WHY THIS MATTERS
Anticipated effort	• Political participants • Existing donors	• Expectations of increased effort shape preparation behaviour. • Planning activity indicates where guidance and system support will be most relevant.

- WHAT WE OBSERVED
- Increased effort widely expected: Most stakeholders anticipate greater time and effort required for compliance, particularly those already aware of the reforms.
 - Operational adjustments prioritised: Anticipated actions focus on training, systems and recordkeeping rather than workforce expansion.
 - Awareness shapes preparation: Those not aware of the reforms are substantially less likely to anticipate taking action to comply with new requirements.

- WHAT THIS SUGGESTS
- Preparation is centred on process and systems rather than staffing increases.
 - Clear operational guidance is likely to moderate perceived burden.



IMPLEMENTATION CONSIDERATIONS

Communication & education: Provide clear explanations of required processes and workflow changes.

ICT system design: Support efficiency through structured steps, visibility of task completion, and simplified recordkeeping.

Change management: Position AEC support as reducing administrative burden and improving clarity.

- Notes
- Findings reflect anticipated effort prior to commencement.
 - Effort expectations are self-reported and may change post-implementation.

Clear, Written and Step-By-Step Guidance Is Strongly Preferred

THEME

Communication Needs

AFFECTS MOST

- Political participants
- Existing donors

WHY THIS MATTERS

- Communication format influences uptake and comprehension.
- Aligning with preferred formats supports practical compliance action.

WHAT WE OBSERVED

- Political participants and donors most commonly prefer fact sheets or written guidance.
- A step-by-step instructional style is the dominant presentation preference across both groups.
- Webinars, social media and highly visual formats attract comparatively low interest.

WHAT THIS SUGGESTS

- Written materials should form the foundation of communication.
- Step-by-step sequencing is more valued than visual or legal detail.
- Interactive formats should supplement rather than lead communication.

KEY METRICS

58%

Political participants prefer fact sheets or written guidance

46%

Political participants prefer fact sheets or written guidance

>53%

Prefer a step-by-step instructional style

IMPLEMENTATION CONSIDERATIONS

Communication & education: Develop concise, role-specific written guides and structure content in clear stages with explicit actions.

ICT system design: Embed step-by-step prompts within online workflows and surface guidance at the point of task completion.

Change management: Maintain consistent wording across fact sheets, website updates and system prompts and prioritise clarity over presentation complexity.

Notes

- Preferences measured prior to commencement.
- Based on stated preferences rather than observed behaviour.

Guidance is Most Valued Before and At the Start of Reporting Periods

THEME	AFFECTS MOST	WHY THIS MATTERS
Communication Timing	• Candidates • Political participants • Existing donors • Infrequent reporters	• Timing influences whether guidance is acted upon. • Early communication supports preparation rather than reactive compliance.

- WHAT WE OBSERVED
- The strongest preference is for guidance before an election period begins.
 - There is consistent support for communication at the start of disclosure reporting periods.
 - Ongoing reminders throughout the year are also valued.
 - Very few stakeholders see value in receiving guidance after reporting has concluded.
 - Donors show a slightly different pattern, favouring the start of reporting periods over pre-election communication.

- WHAT THIS SUGGESTS
- Communications should be front-loaded ahead of election periods.
 - Start-of-period reminders are critical reinforcement points.
 - Post-period messaging is unlikely to drive engagement.



IMPLEMENTATION CONSIDERATIONS

Communication & education: Schedule guidance ahead of election periods, reinforce at the start of reporting cycles and use periodic reminders during the year.

ICT system design: Trigger notifications aligned to reporting milestones and provide alerts at the opening of reporting periods.

Change management: Front-load communication ahead of peak compliance periods and reinforce obligations at defined reporting trigger points.

- Notes
- Based on stated timing preferences.
 - Measured prior to commencement.

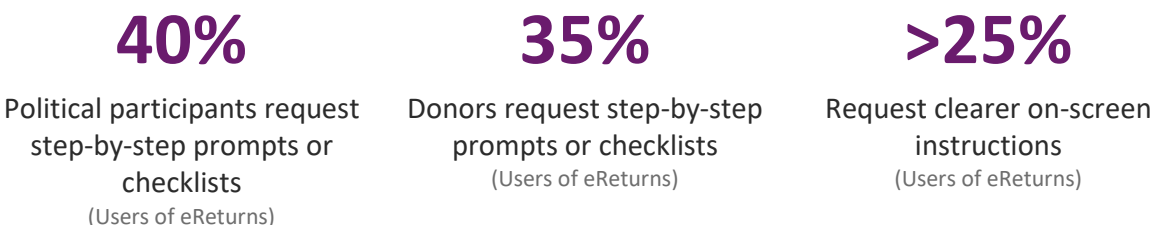
Clear Step-By-Step Prompts and On-Screen Guidance are the Primary Usability Needs

THEME	AFFECTS MOST	WHY THIS MATTERS
ICT Needs	Political participants and donors with future obligations	Usability directly influences reporting accuracy and confidence.

- WHAT WE OBSERVED
- Step-by-step prompts or checklists are the most commonly identified improvement.
 - Clearer on-screen instructions are the next most cited need.
 - Regulated stakeholders prioritise structured guidance over new functionality.
 - Technical enhancements are less frequently requested, and many political participants report no further improvements when asked unprompted.

- WHAT THIS SUGGESTS
- Structured, visible guidance improves perceived usability.
 - Incremental improvements to prompts and clarity may yield greater benefit than new functionality.
 - Confirmation and sequencing are more valued than expanded technical capability.

KEY METRICS



IMPLEMENTATION CONSIDERATIONS

Communication & education: System prompts should align with external written guidance. Key steps should be reinforced consistently across all materials.

ICT system design: Step-by-step prompts should be prioritised within workflows. Clear on-screen instructions should be provided at each stage. Confirmation messages should reinforce task completion.

Change management: Workflows should be tested with infrequent and small-entity users. Clarity improvements should be prioritised before structural redesign.

Notes

- Based on stated timing preferences.
- Measured prior to commencement.

Group Summary: Political Participants

THEME	AFFECTS MOST	WHY THIS MATTERS
Awareness, Preparedness and Operational Need	- Registered political parties - Party agents - Candidates and agents - Associated entities - Third parties	- Awareness does not automatically translate into operational readiness. - Smaller entities may require more structured support. - Confidence at decision points influences reporting accuracy.

WHAT WE OBSERVED

- Awareness is high among registered parties and associated entities, lower among candidates and agents.
- Confidence in meeting obligations exceeds understanding of the reforms.
- Preparedness is lowest among smaller and single-staff organisations.
- Most expect compliance effort to increase.
- Step-by-step written guidance is strongly preferred.

WHAT THIS SUGGESTS

- Support should prioritise practical application of requirements.
- Smaller entities may benefit from structured prompts and confirmation.
- Guidance should be clear, sequential and timed to reporting milestones.

KEY METRICS

85%

Registered parties and similar entities aware of reforms

<25%

Report being well or fully prepared

79%

Those aware expect compliance effort to increase

IMPLEMENTATION CONSIDERATIONS

Communication & education: Develop role-specific guidance that translates legislative requirements into practical reporting scenarios, with worked examples focused on thresholds, triggers and timing.

ICT system design: Integrate context-sensitive prompts and completion confirmations directly within reporting workflows to support correct submission at the point of action.

Change management: Phase communications to align with election cycles and disclosure milestones, reinforcing key requirements ahead of peak reporting activity.

Group Summary: Existing Donors

THEME

Awareness, Engagement and Communication Needs

AFFECTS MOST

- Individual donors
- Organisational donors

WHY THIS MATTERS

- Donors are obligated but engage episodically.
- Lower familiarity increases reliance on clear, timely guidance.

WHAT WE OBSERVED

- Awareness of reforms is incomplete among existing donors.
- Organisational donors tend to report higher awareness than individual donors.
- Awareness of reporting requirements is lower than awareness of reforms overall.
- Step-by-step written guidance is preferred.
- Information is most valued at the time of donation and via official AEC channels.

WHAT THIS SUGGESTS

- Individual donors require clear signals when obligations apply.
- Organisational donors benefit from more detailed process guidance.
- Guidance is most effective when embedded at the point of action

KEY METRICS

53%

Aware of reforms

52%

Aware of educed disclosure threshold

53%

Prefer step-by-step guides or checklists

IMPLEMENTATION CONSIDERATIONS

Communication & education: Differentiate messaging for individual and organisational donors, with clear examples of when reporting thresholds are triggered and what action is required. Emphasise applied scenarios rather than high-level reform summaries.

ICT system design: Embed context-sensitive prompts that activate when donation values approach thresholds or when reporting criteria are met. Provide structured step guidance within workflows rather than relying on separate reference material.

Change management: Prioritise timed communications aligned to donation activity and reporting cycles, recognising that donor engagement is episodic and typically driven by transaction events rather than ongoing monitoring..

Notes

- Findings relate to existing donors only.

Group Summary: General Public

THEME

Public Awareness

AFFECTS MOST

- Members of the public seeking transparency information
- Individuals unfamiliar with electoral reporting processes

WHY THIS MATTERS

- Public understanding supports transparency and trust.
- Discoverability influences whether information is accessed.

WHAT WE OBSERVED

- Search engines are the primary starting point when seeking information.
- No single communication channel dominates.
- Short summaries are preferred over detailed legal explanations.

WHAT THIS SUGGESTS

- Individual donors require clear signals when obligations apply.
- Organisational donors benefit from more detailed process guidance.
- Guidance is most effective when embedded at the point of action

KEY METRICS

27%

Aware of reforms

55%

Would use search engines to find information about FAD

85%

Reach potential through news media, website and social media

IMPLEMENTATION CONSIDERATIONS

Communication & education: Develop plain-English summaries that explain what the reforms change, why they matter, and where to go for more detail. Structure content so that high-level overviews link clearly to more detailed guidance without requiring users to navigate complex material.

ICT system design: Optimise key reform content for search visibility and ensure priority pages are surfaced through common search terms. Design landing pages that clearly segment information for voters, donors and political participants to reduce cognitive load.

Change management: Sequence public-facing communications across news media, website updates and digital channels to maximise reach. Monitor traffic and search behaviour to refine messaging and ensure key reform information remains prominent during election and reporting periods.